

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
Annex Conference Room  
December 9, 2010  
7:45 AM**

**10. Call to Order**

Chairperson Simmonds called the meeting to order at 7:48 a.m.

**20. Roll Call**

**Committee Members present:**

Chairperson Simmonds  
Committee Member Dull  
Committee Member Horrigan  
Committee Member Mueller  
Committee member Spas  
Committee Member Walker

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director

**Guest:**

Kelvin Moore, LCC General Manager

**Committee Members absent:**

Committee Member Spain

**30. Approval of Minutes**

**30.1** Committee Member Dull made a motion to approve the minutes of the October 14, 2010 meeting. Committee Member Walker seconded the motion. The motion was approved unanimously.

**40. Written Communications**

None

**50. Public Comments**

None

**60. Reports from Committee Members**

None

**70. Resolutions and Action Items**

**70.1 Tourism Promotion Area**

Director Kleitsch gave a brief overview of the Tourism Promotion area. He informed the committee the Interlocal Agreements had been distributed to

the effected cities and that Lynnwood had forwarded the Interlocal Agreement to the City Attorney for review. A discussion followed clarifying the purpose of the Tourism Promotion Area (TPA), how the funds would be used, the make up of the TPA board and the role of the County in distributing the funds.

The TAC/LTAC voiced unanimous support for forming the TPA. Committee Member Horrigan made a motion to formally request the Lynnwood City Council support the formation of the TPA and enter into the Interlocal Agreement with the County. Committee Member Dull seconded the motion. Committee Member Dull commented that the PFD was in full support of the TPA, mentioned the reference to the TPA in the Draft Snohomish County Tourism Plan, and indicated that further work needed to be done to bring the County tourism efforts together. The motion passed unanimously.

## **80. Staff Reports**

### **80.1 Snohomish County Strategic Tourism Plan**

Director Kleitsch reported on the status of the Snohomish County Strategic Tourism Plan. He spoke to the key elements of the plan and the City of Lynnwood's response to the Plan. In particular he noted the lack of detail on promoting the shopping cluster and that Lynnwood and South Snohomish County appear to be underrepresented in the Plan's strategies. He noted that the final draft would be made public at a meeting on December 15, 2010, and he was not aware how the recommendations made by the City and others would be incorporated. Chair Simmonds pointed out the short time frame provided for input on the plan, and that the draft plan was to be made public prior to County Council or County LTAC having an opportunity for review.

A discussion regarding the Plan followed that focused on the lack of emphasis on "heads in beds" as a primary objective, the need for more focus on shopping as a primary draw cluster, and limited attention regarding tourism in South Snohomish County. Committee Member Walker spoke about the importance of this being a county wide effort. Committee Member Dull pointed out the current plan, unlike previous plans seemed to lack a vision.

The TAC/LTAC suggested that comments on the final draft Plan should occur after the draft Plan was publicly unveiled at the SCTB Tourism Forum on December 15, 2010. Chair Simmonds recommended that all committee members who submitted comments review the final draft and note how their issues were or were not addressed. These comments should be submitted to Tourism Manager Monroe by December 29th.

Committee Member Horrigan recommended the Lynnwood TAC/LTAC gather input from all Lynnwood hotels before issuing a recommendation on the Plan. Committee Member Walker added that all interested tourism related businesses be included. A meeting was scheduled for 9:00am on January 10th, 2011 at the Embassy Suites to discuss the final draft plan. Lynnwood hotels, Alderwood, the LPFD and SMG and any other interested parties will be invited to attend.

## **80.2 Director's Report**

Director Kleitsch welcomed Koren Spas, to the Lynnwood Tourism Advisory Committee. He indicated lodging statistics for Lynnwood would be available in March 2011.

## **90. General Discussion**

Chair Simmonds reported that he may not be re-elected to Chair the LTAC/TAC, although he hoped he would. He has enjoyed working with the group and appreciated everyone's efforts. Regardless of his position on the Committee next year, he intends to continue to work with the LTAC/TAC on the implementation of the County Strategic Tourism Plan. Chair Simmonds welcomed Committee Member Spas and congratulated Kelvin Moore for the renewal of the SMG contract to operate the Lynnwood Convention Center.

## **100. Adjournment**

The meeting was adjourned at 8:58 AM

## **Next Meeting**

Thursday, January 13 2011 at 7:45 am  
City Permit Center Conference Room  
4114 198<sup>th</sup> Street SW, Suite 7  
Lynnwood, WA 98036